



Oaklins

Consolidation in personal care, cosmetics & household cleaning sectors

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DEAL SNAPSHOT

GPF Capital, a private equity fund focused on investment in Spanish SMEs, has acquired Quimi Romar S.L.U. from Realza Capital and the founding family.

Established in 1968 in Valencia, Spain, Quimi Romar manufactures and distributes personal care, cosmetics and household cleaning products, both liquid and aerosol, mainly through owned brands. It markets over 750 products, which are sold through large distribution chains, discount and convenience retail stores, and traditional channels, with a large international presence.

GPF Capital is a private equity investment vehicle with over US\$325 million under management. It has extensive experience and a solid track record in sectors that present opportunities for consolidation and growth. Since its inception in 2015, the firm has made over a dozen investments. This transaction fulfills GPF Capital's interest in creating the national-leading player in the personal care, cosmetics and household cleaning segments, having simultaneously acquired another Spanish company in the sector.

OAKLINS FOUND THE BEST PARTNER TO DEVELOP THE BUSINESS

Oaklins' team in Spain provided strategic advisory services during a competitive auction process, acting as the exclusive financial advisor to Quimi Romar's shareholders. The team assisted with the preparation of the sale process, structuring the transaction, identifying potential buyers, as well as the negotiations and closing procedures.

“Over recent years, Quimi Romar's new professionalized and highly committed management team has boosted the company's recent outstanding performance, having carried out a productivity transformation process to increase its international presence and introduce new sales channels, such as distribution chains.”

LAURA SATRÚSTEGUI
PARTNER
OAKLINS, SPAIN

“We are looking forward to seeing how GPF Capital develops the next stage of the project initiated with the integration process of both Quimi Romar and another Spanish target acquired simultaneously, capitalizing on this opportunity to pursue a consolidation process in this sector.”

JOSÉ FALGÁS
PARTNER
OAKLINS, SPAIN

MARKET TRENDS & DEAL DRIVERS

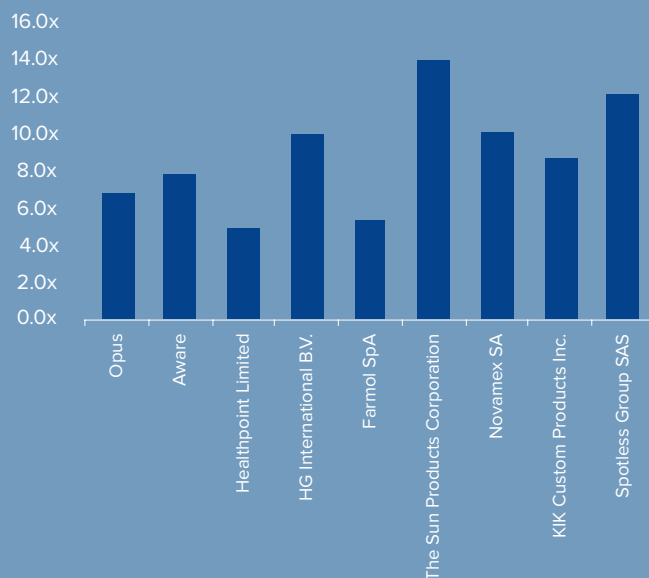
The personal care and household cleaning sectors are dominated by multinationals with recognized brands and large players focused on private labels. However, Quimi Romar is positioned in a very resilient niche sector within these industries, offering best value-for-money branded products.

In addition, Quimi Romar is well placed to continue growing in the near future due to its strategic positioning. It has a multichannel presence, a well-diversified customer base, is geographically diversified with increasing presence in international markets, and is a highly successful operator in countries in which the local offering is limited and not competitive against Quimi Romar's product offering.

The Spanish market is very fragmented, with a large number of small players. In addition to Quimi Romar's transaction there have been other recent ones, such as Zelnova's and Químicas Oro's, and currently there are several companies coming up for sale.

M&A VALUATION ASPECTS

The valuation aspects of this transaction are highly sensitive and confidential. However, the chart below outlines EBITDA multiples from public comparables and previous transactions.



Sources: Mergermarket, press release

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Laura has over 25 years' experience in M&A. She advises on domestic and cross-border transactions across a wide range of sectors, including consumer & retail, engineering and food & beverages. She also has broad experience in capital raising. Recent clients she has worked with are Cafento SL, Hamburguesa Nostra, SL and Grupo Restauración Lateral SL.



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José has 20 years' experience in M&A. He has worked on many M&A and capital market transactions with most of the large Spanish financial institutions and energy groups. Recent transactions he has closed include the acquisitions of Fiora Bath Collections, SL by Royo Group, SL, Troostwijk Groep BV by Tinsa Transacciones Inmobiliarias SA and the sale of RCR Industrial Flooring SARL to the Serafin Group in Germany.

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